

ORDER



Orders
Order / Rev: 168862
Alt Order #: 06364593
Product Desc: ROMNEY 4 PRESIDENT
Estimate: 288
Flight Dates: 10/05/12 - 10/09/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency Name: American Rambler Productions
Buying Contact: Stephanie Kincaid
Billing Contact:
 139 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Poli/M Romney/R/Pres/US
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/09/12	15	\$7,050.00	\$5,992.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$7,050.00	\$5,992.50	0.00
Totals	15	\$7,050.00	\$5,992.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	13%	\$7,050.00
Market	100%	\$54,230.77

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	13%	\$7,050.00
WITI	60%	\$32,538.46
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	14%	\$7,592.31
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/08/12	10/08/12	Morning News M-F 6a - 7a	CM	6a-7a	1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	1-----			1			\$50.00		0.00			
E 2	WDJT	10/09/12	10/09/12	Morning News M-F 6a - 7a	CM	6a-7a	-1-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-----			1			\$50.00		0.00			

Advertiser:	Poli/M Romney/R/Pres/US
Product Desc:	ROMNEY 4 PRESIDENT
Estimate:	288

WDJT-TV-LP

Totals	15	\$7,050.00
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